

10/18/2004 MON 12:23 FAX 215 766 2920 TPL

RECEIVED
CENTRAL FAX CENTER
OCT 18 2004

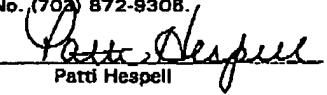
4007/025

CERTIFICATE OF TRANSMISSION (37 CFR 1.8)

PATENT

I hereby certify that this correspondence (along with any paper referred to as being attached or enclosed) is being transmitted on the date shown below via facsimile transmission to the United States Patent and Trademark Office, Fax No. (703) 872-9308.

Date: 10/18/04


Patti Hespell

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLN NUMBER 09/750,800	FILING DATE 28 DEC 2000	FIRST NAMED INVENTOR SCHLACK	ATTY. DKT. NO. T721-20
TITLE SYSTEM AND METHOD FOR DELIVERING TARGETED ADVERTISEMENTS		ART UNIT 2614	EXAMINER MANNING, JOHN

Assistant Commissioner for Patents
Arlington, VA 22313

AMENDMENT

This Amendment is in response to the June 18, 2004 Office Action, the due date for responding being extended one month to October 18, 2004 with the enclosed Petition for Extension of Time. Please enter the following amendments and consider the following arguments.